

## **New book from Bug Insights outlines how organizations can design and deliver optimal total reward programs for their employees**

*1888 PressRelease - As workforce demographics evolve, organizations must offer rewards packages that will win over the differing priorities of a multi-generational and diverse workforce. In order to do so, employers must clearly understand employees' preferences and adapt programs accordingly, managing cost while still attracting, retaining, and engaging top talent.*

Houston, TX - Bug Insights, a market research and Human Resources analytics company, has released Total Rewards Optimization, a book that outlines an effective approach for organizations to deliver greater value by more effectively meeting employee needs. The book was written as a guide for organizations who are interested in better maximizing their return on investment for their rewards programs. "Historically in the Human Resources space, very little structure has been used in the reward program design process, explains Lauren White, an Associate Consultant with Bug Insights. In light of this, the authors suggest that a large opportunity exist for organizations to move away from "gut feel" decision-making or just doing what everyone else in their industry does regarded to rewards and instead leverage data to increase accuracy and precision.

According to Allyson Kuper, a Bug Insights consultant, "a typical organization wastes roughly \$1500 per employee, per year offering employees benefits that aren't valued or appreciated." The book outlines a way that organizations can identify and mitigate these wasted dollars and walks the reader step by step through the process. At the conclusion of Total Rewards Optimization, readers will walk away with a clear understanding of how they can identify areas of lost opportunity, better create value for their employees, and save dollars along the way.

Tim Glowa, Co-founder of Bug Insights says: "The concept of the book is grounded in the discipline of marketing and will teach organizations to approach employees in the same way that they approach customers. In marketing, it is imperative to understand customer preferences before a product is designed and launched, in the same way, it is equally imperative to understand employee preferences before a rewards program is designed and launched". Garry Spinks, Co-founder of Bug Insights adds "No successful market researcher would embark on a project because he or she 'feels' like it's a good product, and HR professionals should take note". Total Rewards Optimization cautions readers that by failing to effectively listen to employees, organizations are risking wasteful spending on programs that employees neither value nor appreciate and provides an actionable solution to the problem at hand.

### **About Bug Insights**

Bug Insights is a marketing analytics company that provides prescriptive analytics to help organizations make better business decisions. Using fact-driven data, Bug Insights consults clients how to best optimize the return on their marketing investments. The company assists organizations with a range of actionable research methodologies including focus groups, conjoint, A/B testing, data mining, and trade-off analysis. Bug Insights advises organizations of all sizes across a range of industry verticals. For more information, please contact info ( @ ) buginsights dot com or visit <http://www.BugInsights.com>.

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